

Hamilton Food Share – Media Toolkit for Supporters

This toolkit is designed for schools, workplaces, community groups, and businesses who want to run food drives or fundraising campaigns in support of Hamilton Food Share. Inside, you'll find information about the work we do, key facts about hunger in Hamilton, and various resources and linked assets to help with your campaign.

About Hamilton Food Share

Hamilton Food Share acts as the central hub in a city-wide network of hunger relief. By moving fresh and non-perishable food out to 22 hunger-relief programs—food banks and hot meal programs—we help ensure that support flows into every corner of the community, reaching thousands of families and individuals every month.

Hamilton Food Share thrives thanks to the generosity of our community through impact events and food drives each year. These initiatives, in partnership with groups across Hamilton, raise funds as well as thousands of pounds of food and fresh produce, while engaging volunteers and staff. Beyond providing vital resources, these efforts strengthen community connections and help close the hunger gap for families relying on food banks.

Every **\$1 donated to Hamilton Food Share helps provide \$5 worth of food to people experiencing hunger** in our community. Your support ensures children, seniors, and families in Hamilton have access to nutritious meals.

Our Member Agencies across Hamilton:

Ancaster Community Services	Niwasa Kendaaswin Teg	Hamilton Jewish Family Services
Flamborough Food Bank	Neighbour To Neighbour Centre	De Mazenod Door Outreach
Good Shepherd Venture Centre	The Salvation Army, Hamilton	Eva Rothwell Centre
Living Rock Youth Resources	The Salvation Army, Dundas	Wesley
Mission Services of Hamilton	Stoney Creek Community Food Bank	Mishka Social Services
Native Women's Centre	Welcome Inn Community Centre	

Key Facts & Hunger Stats

- We support **22 hunger-relief programs across Hamilton.**

- Hamilton Food Share has distributed **4.7 million pounds of food** over the last year.
- **34%** of the people we serve are **children**.
- For every **\$1 donated**, we provide **\$5 worth of food** to the community.

About Hunger

- In 2024, nearly 10 million people in Canada lived in a food-insecure household, including 2.5 million children. That's about **one in four Canadians that are food-insecure**.
- In Hamilton, **one in four Hamilton households** (27.3%) struggled to put food on the table in 2024.
- Since 2021, **food bank usage has jumped by over 50% in Hamilton**. The need only continues to rise.
- Rising food bank use reflects deep issues like high housing and grocery costs, stagnant wages, and weakened social supports.

Logo & Visual Assets

Logo: [HFS - Logo Options](#)

QR Code for Donations: [HFS - QR Code for General Donations](#)

Hamilton Food Share General Food Drive Poster: [HFS - Food Drive Poster](#)

Sample Social Media Content

Feel free to copy, paste, or adapt to make your own.

Launch Post:

Example: We're proud to launch our [event/campaign/fooddrive] in support of @HamiltonFoodShare! For every [item donated / dollar raised / purchase made / participant who joins], we'll be giving back to Hamilton Food Share to help fight hunger in our community. Every contribution matters—and together, we can make a real difference.

#HamiltonFoodShare #FeedTheHammer #FoodDrive

Impact Post:

Example: Did you know? For every \$1 donated, @HamiltonFoodShare provides \$5 worth of food to local families. So far, thanks to your generosity, we've raised \$___ = \$___ worth of food going directly to people in need. Let's keep the momentum going—every [donation/item] helps feed Hamilton families.

#HamiltonFoodShare

Wrap-up Post:

Example: Together, we did it! Through our [event/campaign/fooddrive], our community raised \$____ for @HamiltonFoodShare—helping provide thousands of pounds of food for local families and children. Thank you for showing that when we come together, we make sure no one in Hamilton goes hungry. #HamiltonFoodShare #HamiltonStrong

Handles & Hashtags

Please tag us and/or add us as collaborators to your post, so that we can help raise awareness and spread the word about your event.

@HamiltonFoodShare

LinkedIn: [HFS LinkedIn](#)

Instagram: [HFS Instagram](#)

Facebook: [HFS Facebook](#)

Suggested hashtags: #HamiltonFoodShare #EndHunger #FeedtheHammer

Donation Link & Info

Online Donation Link: [Donate Now - HAMILTON FOOD SHARE](#)

Donations can be provided in the form of cash, cheque or e-transfer, or online through the link above. If you choose to make the donation online, a tax receipt will be issued immediately. With cash, cheque, or e-transfer, expect a turn around time for the tax receipt to be issued by our Finance department.

Contact

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